

Navy Declassification/Release
Instructions on File

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CHATTAM BAR

*Speech
File*

ANSWER THE UNASKABLE?

WHAT GOES ON IN WAR COLLEGE AND WHY ~~TEACH WAR?~~

TEACH WAR?
ALL HIGHLY CLASSIFIED?

MY JOB -- PRESIDENT

450 STUDENTS -- OFFICERS, CIVILIAN
HANDPICKED

NEWTONIAN BACKGROUND

EXPERIENCE

TRAINING

EDUCATION

} RIGHT / WRONG

} CORRECT / NOT CORRECT

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OBJECTIVE NWC

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CONCEPT OF THINKING ABOUT S.M.&T.

STRATEGY = US Δ FROM BIPOLAR '50-'60's
TO MULTIPOLAR '70-'80's

MGMT = WHAT TO BUY, CVAN OR 2-3 DDG'S

TACTICS = TACTICAL DECISION MAKING Δ ING TECHNOLOGY --

LONG-TERM, CASUALTY SITUATION -- SHORT-TERM

COMMON PROBLEM SHARED BY ALL OF ABOVE --

LACK OF CLEAR OBJECTIVES AND MOE'S.

DOD = 80B \$ COPP
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CAN'T ESTABLISH PRECISE BASIC OBJECTIVES
NATURE OF BUSINESS
WHY A MILITARY?
NATIONAL GOALS —————→ MILITARY MISSIONS
STATE DEPT ~ DOD
? EMPLOY FORCES

COMPARE INDUSTRY OBJECTIVE - PRODUCT OR SERVICE TO SATISFY CONSUMER'S
NEED

DOD CRITERIA - (MOE & DECISION RULE)
HOW WELL DID ARMY DO LAST YEAR
HOW WELL DID NAVY SATISFY CUSTOMERS - PUBLIC

COMPARE INDUSTRY CRITERIA --- SALES
PROFIT @ % OF SALES
TURNOVER ($= \frac{\text{SALES}}{\text{ASSETS}}$)
RETURN ON ASSETS
RETURN ON STOCKHOLDER INVESTMENT

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THEREFORE NEED MEN TO ADDRESS THESE ISSUES IN DEPTH

S. M. ~~E~~. T. IN WORLD CONTEXT

WE IN UNIFORM CAN NOT

SHOULD NOT DETERMINE POTENTIAL NEEDS

PUBLIC ATTITUDE MUST -- THROUGH POLITICAL PROCESS

MILITARY SERVANTS OF PUBLIC

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OUR ROLE -- FOLLOW NATION'S COURSE WITH PURPOSE, DEDICATION AND
PROFICIENCY

ADVISE DEGREE FORCES CAN FULFILL NATIONAL OBJECTIVES

PURPOSE OF WC . . . PREPARE MILITARY LEADERS --

UNDERSTAND SOCIETY

CAPABILITIES AND LIMITATION OF MIL FORCE

HOW TO DEAL INTELLIGENTLY WITH

IMPRECISE/UNCERTAIN/SUBJECTIVE

CHARACTER OF NATIONAL WILL